

Hollywood
Property Owners
Alliance

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January 28, 2013

TO: Miranda Paster, Office of the City Clerk
FROM: Kerry Morrison, Executive Director, HPOA

SUBJECT: Fourth Quarter Report: October 1, 2012 through December 31, 2012

As is required in our Agreement with the City of Los Angeles, I am submitting our Fourth Quarter Report to summarize key activities of the Hollywood Entertainment District.

I. Operational Issues

New board members were elected for a three-year term at the November 15, 2012 meeting of the HPOA Board: Frank Stephan and Lee Rierson (returning) and Joseph D'Amore, Mark Stephenson and Drew Planting (new). (The three new board members were invited in for an orientation luncheon on November 8.) Officers for the year were also elected: Frank Stephan as President, Lynda Bybee as Vice President, Monica Yamada as Treasurer and Don Mushin as Secretary. After the board meeting on 11-15-12, the board had dinner together at the Loew's Hotel and paid respects to three departing board members who had served the BID for many years: Ron Radachy, Tej Sundher, Thad Smith.

Two candidates paid a visit to the HPOA Board during open forum: Emile Mack (council candidate) at the October 18 meeting and Kevin James (mayoral candidate) at the December meeting. Along these lines, the board authorized staff to create a candidate questionnaire for the CD13 candidates to query about issues of particular concern to the BID.

During this quarter, the board voted to oppose two proposed street closures. One was a concert proposed by the Hard Rock Café, and the second was a potential New Year's Eve event contemplated by the Friends of the Hollywood Central Park.

Sarah Besley was deposed in the Carr case on October 16, 2012.

The board reviewed and approved the 2013 Planning Report for the Hollywood Entertainment District at their meeting on November 15, 2012. This report established the core working budget for the District for the coming year developed by the HED Budget Working Group. A detailed budget, fine-tuned by line-items, was presented and approved by the board at the December 20, 2012 meeting.

- Sarah Besley, as chair of the BID Consortium, organized two meetings during the quarter.

II. Security

- Over this quarter, the Security Committee supervised the competitive bidding process for the security contract. Requests for Proposals (RFP's) were sent to 24 companies in September, 2013. A pre-bid mandatory conference was held on October 5, 2012 at the W Hotel. Proposals were received from nine companies and four companies were interviewed by a joint committee from both the Hollywood Entertainment District BID and the Sunset & Vine BID on November 1. Retired Deputy Chief Rich Roupoli was retained as a technical advisor to the project. The Committee recommended entering into a contract with Andrews International for another five year term, and this decision was announced at the December meeting of the board. The contract will be brought back for final approval in January or February 2013.
- The Valet Parking ordinance was heard by the Public Safety Committee on November 16, 2012, and Joe Mariani testified on behalf of the BID. The City Council passed the ordinance on December 5, 2012. It now goes to Police Commission for implementing regulations.
- The Board continued to research and monitor night-time security challenges in the District over this quarter. At the October board meeting, the board authorized an expenditure from the Security-Contingency fund (not to exceed \$25,000) to hire trained staff to monitor the LAPD video surveillance cameras that are housed at LAPD Hollywood Division. The initial proposal calls for two people monitoring the cameras Thursday/Friday/Saturday nights for 13 weeks. As of yearend, this project had not commenced due to ongoing negotiations with LAPD.
- A meeting was held on November 12 , to which property owners and venue owners from the NE corner of Las Palmas and Hollywood were invited, in order to discuss some of the public safety concerns relative to nightclub activity in that area. There is a concentration of seven businesses in a row there that serve alcohol, and function as nightclubs until 2 a.m. Several ideas were suggested to help ameliorate the situation.
- Because there has been a call for BID security to shift their resources to night-time patrol, various discussions ensued relative to how to beef up security at night. One idea that will require greater board attention (perhaps at the annual retreat) might involve private businesses paying into a fund that the BID would either coordinate, or match. This will be the topic of ongoing discussions in the new year. In general, the Security Committee and board remain opposed to the notion of deploying BID security at night, for officer safety reasons, and due to negative impact of shifting hours out of day time shifts, which are quite effective in keeping the District safe.
- At the December meeting, a presentation was prepared by Rudy Salinas of PATH, and Joe Mariani, documenting the extent to which long-term chronically homeless individuals in the BID have been helped and housed by various social service organizations working together under the Hollywood 4WRD umbrella. This creates documented cost savings to BID security who otherwise can be dealing with these individuals on almost a daily basis. The board

allocated funds from the Security Contingency fund, earmarked for homeless outreach, to both PATH (\$25,600) and The Center at Blessed Sacrament (\$6,400).

- Mariani and Besley attended the Hollywood 4WRD meeting on November 14th where they discussed preliminary logistics for the 2013 LAHSA Homeless Count in Hollywood, to be held on January 31st. HPOA Staff has assumed the responsibility for volunteer recruitment and coordination in Hollywood for the past three counts.
- The following are the fourth quarter and year end security stats for the Hollywood Entertainment District:

132 Arrests Made, 971 YTD Total
57 Homeless Referrals, 327 YTD Total
2,110 Citizens Contacted, 8,793 YTD Total
762 Radio Calls, 3009 YTD Total
996 Business Contacts, 2,669 YTD Total

III. Streetscape

- A luncheon was held for the Clean Street employees to thank them for their service on December 19, 2012.
- During this quarter, Besley worked with the city's Urban Forestry Division on a demonstration project involving the removal of several dead trees and installation of new shade canopy trees surrounding the 1600 Vine Building and the city's new parking garage on Vine Street. The effort was the first attempt at obtaining funds from a private property owner for the removal of trees and the participation in the city's Million Trees Initiative, which allows community organizations to take advantage of free trees and the labor required to plant them. The project was a resounding success and will be replicated elsewhere in the district.
- During this quarter, the Walk of Fame Trust in concert with the Department of Transportation, hired a contractor to replace the terrazzo in front of the Vine Street Parking Garage in accordance with the new standards for the Walk of Fame. The HED Board assisted in this process by lending money from the landscape services budget for the removal of Ficus trees and ongoing maintenance for the newly planted Jacaranda trees.
- HPOA staff organized a meeting with representatives from the Board of Public Works, CD-4 and staff from the Larchmont BID to discuss the implications of sidewalk trip and fall claims for BIDs city-wide. The meeting was held to determine if the city would be willing to consider some indemnification agreement if BIDs were willing to pursue some level of sidewalk repair.
- Meetings continue with the stakeholders in and around the Sharkey's alley at the NE corner of Cahuenga and Hollywood. There is talk about installing a gate to help control the illegal parking and trash dumping in the alley. There is also evidence of a potentially illegal nightclub accessed through that alley. HPOA staff will continue to communicate with the owners along the alley and identify potential vendors to assist them with the problems that they specifically encounter.

- At the December board meeting, the Board authorized an expenditure of \$3,500 to pay to keep the holiday twinkle lights up year-round on palm trees along Hollywood Boulevard.
- The Dept of Water and Power makes small grants available to BIDs to address lighting or maintenance issues. This year, the Hollywood BID, joining with the Sunset BID, decided to submit an application for DWP funds (\$5,000) to pay for the cleanup of the major freeway on/off ramps that service the Hollywood Entertainment District. If awarded the grant, Clean Street will handle the clean up.

IV. Marketing Issues

- The 2013 Visitors Guide was completed in October, and printed in November of this year.
- A group of board members met with staff on November 2 to discuss marketing and communications priorities for the coming year. At that meeting, the committee decided that hiring a media relations specialist to generate more positive publicity about the property owners and the good news coming out of the district. Staff was directed to draft a RFP to seek a consultant who would be hired on a one-year retainer in 2013 for this purpose. The retainer range would be from \$45,000 to 55,000. The RFP was approved by the board at the November 15, 2012 meeting. A committee was established to interview candidates. The responses to the RFP are due January 14, 2013.

V. Other

- Kerry Morrison and Sarah MacPherson attended the annual conference for the CA Downtown Association October 29 – 31 in Sacramento.
- Kerry Morrison spoke to the Los Feliz Improvement Association on October 15 on the topic of nightclubs and how to proactively address issues that may harm a community.
- Kerry Morrison participated on a panel discussion relative to forming coalitions to address homelessness at the San Gabriel Valley Consortium on October 30, 2012.
- Kerry Morrison participated in several meetings with the community working to find an alternative to the West Hollywood Food Coalition street feeding program which has been located on the sidewalk at Sycamore and Romaine for the last 18 years. She is offering assistance under the umbrella of the Hollywood 4WRD Coalition.
- Kerry Morrison participated on a panel related to homelessness for the Corporation for Supportive Housing on Friday November 9, 2012.
- On October 28, 2012, Kerry Morrison participated on a panel convened by the Land Use Committee for the LA Area Chamber of Commerce on the topic of nightclub/liquor licensing in Hollywood.

Hollywood Property Owners Alliance

Annual Limits & Year-To-Date Totals Quarter Ending December 31, 2012

BUDGET LINE ITEM	ANNUAL BUDGET	REVENUE TO DATE	AMOUNT THIS QTR	AMOUNT YEAR-TO-DATE	PROJECTED SPENDING FOR REMAINDER OF THE YEAR	EXPLANATION OF VARIANCE
Assessment Income	3,510,444	3,413,356				
Delinquency				97,088		
City Fees	35,104		-	37,002	-	
Contingency	96,000		2,095	3,305	-	
Administration	207,022		69,115	206,758	-	
Security	1,612,000		404,714	1,487,264	-	Quarterly report is on the cash basis. Additional expenses will be accrued at year end.
Maintenance	1,121,616		262,085	1,088,062	-	Quarterly report is on the cash basis. Additional expenses will be accrued at year end.
Personnel	412,431		120,618	398,184	-	
ED&C/Marketing	110,000		8,613	71,648	-	
TOTAL	3,594,173	3,413,356		867,240	3,292,222	-

Other income (not included above):

DWP Grant	5,000.00
Assessment penalties income	11,554.80
Interest-LA city	6,977.87
Interest-other	804.44
Total other income as of December 31, 2012	24,337.11

